

Achieve total market coverage with Smart Buys

The Program

Delivery:

Monday/Tuesday
via the **U.S. Postal
Service.**

Distribution:

Smart Buys:
Up to 235,000
Sunday subscribers:
230,000

Total: 465,000

Smart Buys is designed to be used in conjunction with your *Salt Lake Tribune* and *Deseret Morning News* advertising schedule.

We deliver your message within the newspapers to subscribers. We then mail your advertisement to non-subscribers. Insert distribution is available by zip code for both *The Salt Lake Tribune/Deseret Morning News* and Smart Buys.

Smart Buys, presented by NAC, is a direct-mail advertising option that augments advertisers' overall reach.

- Up to 98 percent market coverage is achieved through the use of newspaper advertising and direct mail.
- Advertisements are inserted into *The Salt Lake Tribune* and *Deseret Morning News* on Sunday, penetrating more than 225,544 households.*
Source: *Audit Bureau of Circulations, June 30, 2003.
- Advertisements arrive in the mailbox on Monday/Tuesday to households that do not subscribe to either newspaper.
- Choose from total or targeted coverage. Targeted inserting gives pre-print advertisers the capability of saturating key customer zip codes.

Reach = Results

Sharpen your competitive edge by placing your message in the hands of more potential customers.

For more information,
contact your
NAC account
executive or call
(801) 237-2815.





Smart Buys' total market coverage gives you a smart return on your investment. You get the lowest CPM and highest reach possible. Rates include design, proofing, printing and distribution.



Rates

Position/Size	Open	6x	13x	26x	52x
Front Cover (5x9)	\$5,184.00	\$4,752.00	\$4,320.00	\$3,888.00	\$3,456.00
Front Sponsor (2x2.25)	\$660.00	\$605.00	\$550.00	\$495.00	\$440.00
Back Cover (5x11.25)	\$4,020.00	\$3,685.00	\$3,350.00	\$3,015.00	\$2,680.00
Back Sponsor (4.5x4)	\$660.00	\$605.00	\$550.00	\$495.00	\$440.00
Page 4 (6x20.5)	\$4,800.00	\$4,400.00	\$4,000.00	\$3,600.00	\$3,200.00
Pages 2 & 3	50% of ROP Rate (Ad must run in newspaper)				
Full page inside (6x20.5)	\$2,420.00	\$2,310.00	\$2,200.00	\$2,090.00	\$1,980.00
Half page inside (6x10.25)	\$1,650.00	\$1,575.00	\$1,500.00	\$1,425.00	\$1,350.00

Color included

Deadlines

Space reservation deadline for the Smart Buys wrap is **12 days in advance of the publication date.**

Space reservation and one-proof service: Wednesday, 12 days out
Proofs out: Friday, 9 a.m.
Corrected proofs and camera-ready art due: Friday, 4 p.m.

Delivery

Deliver inserts to:
Smart Buys
c/o Standard Examiner
 332 Standard Way
 Ogden, Utah 84402
By Monday one week prior to dist.

